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OFFICE OF GENERAL COUNSEL

July 19, 2010

Ms. Thomasina Duncan
General Counsel
Federal Election Commission
999 E St., NW
Washington, DC 20463

MUR # 6334

Re: Aristotle's Persistent Violations of the Federal Sale and Use Prohibition

Dear Ms. Duncan,

Four years ago, NGP Software, Inc. filed a complaint with the Federal Election Commission against Aristotle International, Inc. ("Aristotle"). The complaint alleged that Aristotle violated 2 U.S.C. § 438(a)(4)'s legal prohibition against selling or using individual contributor data copied from FEC reports "for the purpose of soliciting contributions or for commercial purposes." After opening Matter Under Review 5625 regarding Aristotle's use of FEC data in its "Campaign Manager 5" product, the Commission's Office of General Counsel ("OGC") recommended the Commission find reason to believe Aristotle committed a knowing and willful violation. The Commission accepted this recommendation on December 8, 2005 with a 4-1 vote. After subsequent investigation, OGC similarly recommended that the Commission find probable cause to believe a knowing and willful violation occurred, but the Commission deadlocked on a 3-3 vote and thus was unable to proceed.

The three Commissioners who voted against finding probable cause explained in a Statement of Reasons ("MUR 5625 SOR") that they found no violation because Aristotle's "Relationship Viewer" feature, which enabled access to copied FEC report data:

1. Was one incidental feature among "a software package that already had more than 400 features, that was offered to "existing customers" as part of a free upgrade;
2. Was "impracticable" to use for solicitation of contributions;
3. Was "to be used in assisting with compliance"; and
4. Could not cause "data [to] be downloaded or otherwise appended to a pre-existing list."

These Commissioners ultimately concluded that the feature itself did not constitute commercial use, since it was part of a broad and cost-free upgrade to existing customers and, again, was not used to market the Campaign Manager 5 product itself.

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None of these descriptions is accurate, though, with respect to Aristotle's new and current "Aristotle 360" software and marketing campaign. Aristotle has sold and marketed Aristotle 360 to Federal political campaigns and PACs for the last several years. Aristotle 360 is a newer product and is dissimilar from the Campaign Manager 5 program the FEC reviewed in MUR 5625. As reflected on Aristotle's website and in the attached copies of Aristotle's marketing materials, Relationship Viewer is the focal point of the Aristotle 360 marketing effort to new customers, not simply one of many free upgraded features for existing clients. These documents also show that Relationship Viewer is intended as a tool for targeting solicitations and yielding more contributions, as revealed by Aristotle's marketing efforts. Relationship Viewer, in its Aristotle 360 form, is useless for compliance purposes.¹ And Relationship Viewer overtly allows FEC data to be downloaded and used in list form.

In sum, based on our information and belief about Aristotle 360's Relationship Viewer feature, as detailed herein and in the attached materials, even reviewed against the rationales provided in the MUR 5625 SOR it is clear that Aristotle has knowingly and willfully violated the federal "sale and use" ban.

I. The "Relationship Viewer" is the Focal Point of the "Aristotle 360" Product and the Focus of Aristotle's Marketing Efforts to New Customers

Unlike the circumstances described in the MUR 5625 SOR, Aristotle promotes the Relationship Viewer as the lead feature in the Aristotle 360 software. Relationship Viewer is the only Aristotle 360 feature to which the company dedicates a separate page of its marketing website, and it is the only feature for which Aristotle displays a demonstration video.² Aristotle is attempting to secure a patent covering this feature, which demonstrates their view of its importance.³ (We believe it is Aristotle's only patent application regarding any Aristotle 360 software feature.) Furthermore, in a press release about that patent application, they called the Relationship Viewer "important" and "most powerful," and said that Relationship Viewer provides a "significant advantage."⁴ In a presentation by Vice President Brian Williams, the Relationship Viewer is one of only two features of 360 to be displayed.⁵ Aristotle even purchased a front-page ad on *Politics Magazine* on March 10, 2010 that revolved around Relationship Viewer and how it would help new customers solicit contributions.⁶

Put simply, Aristotle 360's Relationship Viewer cannot be dismissed as an incidental and complimentary feature offered to existing customers, as was the Campaign Manager 5 product in the MUR 5625 SOR. Here, Relationship Viewer is the centerpiece of a marketing campaign to new customers. As such, the fees paid to Aristotle for the use of 360 clearly constitute payment

¹ See Relationship Viewer online demonstration, available at <http://www.aristotle.com/content/view/232/161/>.

² See <http://www.aristotle.com/content/view/28/62/> on 360; the only link to a feature is to the Relationship Viewer.

³ <http://sonoranweeklyreview.com/aristotle-files-patent-on-political-data-mining-technology-boosts-compliance-and-fundraising/>

⁴ Ibid

⁵ Presentation titled "Data-Centric Grassroots Organizing, presented by Brian Williams © 2007 Aristotle", slide 9 (attached)

⁶ Politics Magazine Front Cover Ad, 3/10/10 (attached)

for access to the Relationship Manager feature; Aristotle does not offer this feature for free anywhere.

II. The "Relationship Viewer" is Specifically Offered and Intended as a Solicitation Tool

One can tell much about a product by how it is marketed. The seller highlights the principal bells and whistles, and doesn't bother with ancillary features.

Aristotle's marketing campaign holds true to this general pattern. Aristotle 360's Relationship Viewer is sold to the public as a tool that allows campaigns to solicit new contributors. Aristotle's primary materials do not even mention Relationship Viewer's compliance-related uses, if there are any.

Indeed, despite Aristotle's assurances in MUR 5625 that old advertisements touting Campaign Manager 5's ability to enhance solicitations were isolated "mistakes," the company has in fact continuously trumpeted Relationship Viewer's utility for "raising more money."⁷ Aristotle has consistently described the use of the Relationship Viewer as solicitation. A press release says "We show you the money" and continues, "the biggest sin in fundraising is not to ask. The second sin is not to ask for enough." In addition, Aristotle's Relationship Viewer webpage declares: "Our powerful web-based system quickly uncovers the relationships that can be targeted for votes, dollars, or grass-roots support."⁸ And as noted above, Aristotle's front-page *Politics Magazine* ad spotlighted Relationship Viewer as follows: "Only Aristotle can provide the data needed to point the way to the thousands of donors predisposed to contributing to your campaign, PAC or grassroots group. Our powerful web-based system tells you everything you need to know about a prospect or contributor."⁹

The ad's use of the word "prospect" is purposeful, indicating that Relationship Viewer can be used to find and solicit new donors, not merely glean new information on existing donors. Aristotle may claim that this solicitation-related marketing solely concerns the use of state contributor data.¹⁰ But such a claim would be plainly mistaken. Relationship Viewer provides the same interface for viewing Federal and State contributions, but offers no disclaimer that warns against the use of federal data. Perhaps more illuminating, though, is that this portion of Aristotle's ad prominently references FEC Advisory Opinion 2004-24. Why mention a federal advisory opinion concerning use of FEC data if Aristotle is only selling Relationship Viewer as a state-contributor data collector?

⁷ Politics Magazine Front Cover Ad, 3/10/10 (attached)

⁸ <http://www.aristotle.com/content/view/232/161>

⁹ Politics Magazine Front Cover Ad, 3/10/10 (attached)

¹⁰ The demo web page for the Relationship Viewer does not contain any such disclaimer as to the inclusion or exclusion of FEC-sourced data.

Many records in Aristotle clients' 360 databases are "prospects"—individuals with which the client has no existing relationship. As shown in the demo, Relationship Viewer can display the names of prospects who have contributed to other Federal campaigns, the names of those contribution recipients, and the amounts contributed. We understand that Aristotle Vice President Brian Williams has emphasized in client presentations that Aristotle 360 enables the addition of records from Aristotle's voter file of all voters in a jurisdiction, regardless of whether that customer otherwise has any relationship or connection with those individuals.

By way of illustration, here is a hypothetical example of how Relationship Viewer would be used to both target groups of specific individuals for solicitation of contributions, and to create and export lists, including FEC data of solicitation prospects:

Federal Candidate Jones believes employees of Dunder Company might be prospects, finds a list of 100 company employees on the web (including CEO John Smith), and loads them into his Aristotle 360 database. Smith, the Dunder CEO, has no previous relationship with the Jones Campaign, and has made no contributions to the Jones Campaign. The Jones Campaign looks up an individual who works at Dunder. Relationship Viewer then pulls data derived from FEC reports and shows that CEO Smith is displayed as having made a \$1,000 contribution to Congressman John Boehner. Of the other 100 Dunder employees, 10 have made Federal contributions that show on the Relationship Viewer (none of whom have contributed to the Jones campaign). The Jones Campaign exports the Relationship Viewer information, and targets Smith and the other 10 Federal contributors for solicitation. The Campaign elects not to solicit the other 89 Dunder employees. Thus, the Jones Campaign has used the Relationship Viewer to target individuals for solicitation, and to create a solicitation list based on FEC contributor data.

Contrary to the defenses Aristotle offered with respect to the Campaign Manager 5 product examined in MUR 5625, then, the clear purpose of Aristotle 360's Relationship Viewer is for targeting solicitations.

III. The "Relationship Viewer" Overtly Allows Downloading of FEC Donor Data

Perhaps most importantly, the Relationship Manager not only can be used to target groups of individuals for solicitation of contributions, it also allows users to download FEC data and create lists of prospects for solicitation. In the online Aristotle 360 demonstration, Aristotle tells prospective customers that "You can export your connection map to many different standard formats for customized use." Note the word "use;" Aristotle expects that information generated using FEC contribution data will be exported, and then used after export. This ability to export FEC donor data as part of Relationship Viewer is a major change from the Campaign Manager 5 product about which the Commission deadlocked in MUR 5625. Furthermore, this kind of functionality defeats the specific protections attributed to the sale & use restriction in the MUR 5625 SOR — namely that donors disclosed to the public pursuant to mandatory contribution reporting requirements should not therefore be exposed to solicitation by other candidates, party

committees, or other customers of software companies which leverage access to such data for their own commercial benefit.

Since any list is simply a series of individual points, a series of Relationship Maps (downloaded as advertised by Aristotle) would supply an Aristotle customer with a list.

IV. The FEC Data Available Through the "Relationship Viewer" is Useless for Compliance Purposes

Unlike the descriptions Aristotle gave the FEC about its Campaign Manager 5 product in MUR 5625, compliance is evidently not even *a* purpose, much less *the* purpose, of Aristotle 360's Relationship Viewer. As discussed, compliance is not mentioned anywhere on Relationship Viewer marketing materials, nor has Aristotle issued any illustration or explanation on how Relationship Viewer can police contribution limits.

And in fact, regardless of the way Relationship Viewer is marketed, it appears to be useless for compliance purposes, because it lists the aggregate amount given by an individual to a campaign across all cycles. For example, Aristotle's online demonstration shows a donor named " giving \$9,200 to Linder for Congress – clearly more than would be permissible in a single election cycle, and obviously an aggregate across multiple election cycles. Thus, even as structured, Relationship Viewer cannot prevent a campaign from soliciting excessive contributions, or help prevent an individual from exceeding her biennial aggregate limit.

Relationship Viewer omits information necessary for compliance, but presents data useful for solicitation. Aristotle markets this feature's ability to determine which individuals would be receptive to fundraising appeals, and suggests how to execute those appeals. A donor with a history of supporting candidates strongly associated with social conservatism, for example, can certainly expect herself to be subjected to "all kinds of solicitations" from like-minded Aristotle customers who use the Relationship Viewer as advertised by Aristotle. Likewise a donor who contributes only to Democratic candidates in California can expect to be targeted for "all kinds of solicitations" from left-leaning Aristotle customers with a similar focus on California.

In short, a donor history feature useful for compliance would need to break down past contributions by election cycle, which the Relationship Viewer does not. Conversely, the kinds of data the Relationship Viewer does present are only useful for solicitation—targeting prospects for contribution, and executing that solicitation.

V. Conclusion

As detailed above, Aristotle prominently promotes Relationship Viewer as Aristotle 360's lead feature in its marketing to the general public. Relationship Viewer is the keystone of the new Aristotle 360 product, and not a free upgrade to existing customers. Aristotle's "commercial use" of FEC data occurs when new clients purchase the Aristotle 360 product, since it is clear

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that a key part of what Aristotle is selling, and what these customers therefore are buying, is access to FEC donor history data through the Relationship Viewer feature.

In fact, the Relationship Viewer feature is the most important feature in the Aristotle 360 software. It is the only feature to which Aristotle dedicates a separate page, and the only feature for which Aristotle displays a demo. Aristotle is attempting to patent this feature, and in a press release regarding that patent, calls it "most powerful" and "important" and says it provides a "significant advantage." Therefore, this is unlike the sort of indirect commercial result covered by consolidated MURs 6053 and 6065, regarding the sale of advertising space on pages displaying FEC contribution information. Aristotle sells the proposition that customers can raise more money by using its software to access and analyze FEC contributor information. The commercial connection to its use of the FEC data is direct.

This falls squarely into the definition of the type of "commercial purpose" that every previous court or commission to have reviewed the issue has determined to be illegal. As the MUR 5625 SOR indicated, "commercial use" includes the use of the FEC contributor data to create target lists for solicitation of contributions. As detailed above, that is exactly what the Relationship Viewer does, and is clearly its "principal purpose," as that standard was set out in FEC v. Political Contributions Data.

Finally, we strongly believe this is an area of enforcement that merits the Commission's resources and attention. For over forty years, effective disclosure of the kind on which Justice Kennedy relied in his majority opinion in Citizens United v. FEC has been premised on the sale or use restriction on the contributor data disclosed on FEC reports. Precisely as the MUR 5625 SOR acknowledges, FECA's legislative history makes clear that compliance with FECA's disclosure obligations should not leave the donors so disclosed to be targeted or subjected for "all kinds of" other solicitations, as Relationship Viewer is overtly marketed to allow, so that donors to political candidates are not discouraged from engaging in this critically important act of political expression and association.

Furthermore, as noted above, federal candidates and political committees are among those most threatened by Aristotle's use of their contributor data, since Relationship Viewer substantially diminishes the marketability of their valuable donor lists. In effect, customers who would otherwise need to arrange access to that intellectual property through the candidates or committees that own it can cut those list owners out by paying Aristotle's subscription fees instead. While this kind of commercial use may benefit Aristotle as a company, it clearly harms the candidates, PACs, and party committees who own the data to which Aristotle is selling downloadable access; and, more importantly, the donors who will find themselves teed up as "prospects" to Aristotle's other customers, regardless of the privacy policies or other terms and conditions of their donations.

Sincerely,


St. Louis

[Sworn (or affirmed) before me:]

me. I
District of Columbia SS
Subscribed and Sworn to before me
this 19 day of July, 2010

Notary Public, D.C.
My commission expires 6/14/2013

Edith Smith Myo
Notary Public


Joseph M. Birkenstock
Caplin & Drysdale, Chtd.
Counsel to NGP Software, Inc.

Aristotle 360 Relationship Viewer Demo Screenshots, from
http://www.aristotle.com/content/view/232/161

Aristotle

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To Reach Your Audience
To Power Your Message

Aristotle 360 - Relationship Viewer Demo

It's not science fiction. It's data management taken to the next level. Our powerful web-based system gives you the necessary relationship data that can be targeted for sales, donors, or grant staff's support. Through the possibilities, the Aristotle 360 Relationship Viewer, corporate leaders and non-profit leaders can find one of the most powerful tools in the market today. Our relationship viewer will give you the data you need to find the right people to take the Aristotle challenge.

Introducing Relationship Viewer

Learn More - Campaigns

First Name: _____

Last Name: _____

Phone: _____

Email: _____

State or Province: _____

Send

Aristotle Excellence Awards

CAMPAIGN DREAMTEAMS

Let's win together

Support

For more information, please contact us at: _____

with a _____

but don't forget, Aristotle's _____

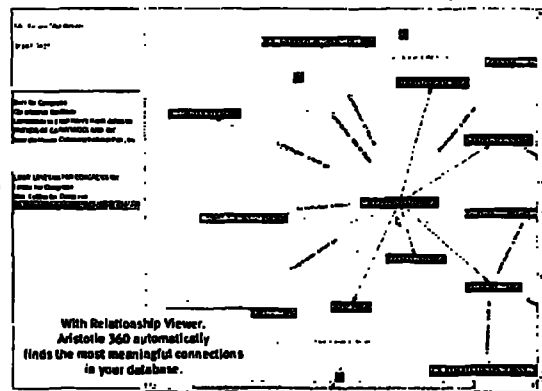
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To Reach Your Audience

To Power Your Message

Forum • Campaign • Analysis • Article 360 • Relationship Viewer Demo

Anstolle 360 - Relationship Viewer Demo

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**With Relationship Viewer,
Aristotle 360 automatically
finds the most meaningful connections
in your database.**

Learn More - Campaigns

First Name:

LAST NAME:

Figure 1:

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State or Province:

Sand

Ansible Excellence Awards



Support



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Lowell M. Lawrence

Abstract

Last Move:

Figure 2.

State of Residence:

Findings

De Vries, E. W. 2000. *Amphibians and Reptiles*. Academic Press, San Diego.

**2000
CARTAGE
DREAMERS**

End of volume 2

Swamp

2007

10

INCLINER 1 of 6.

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To Reach Your Audience

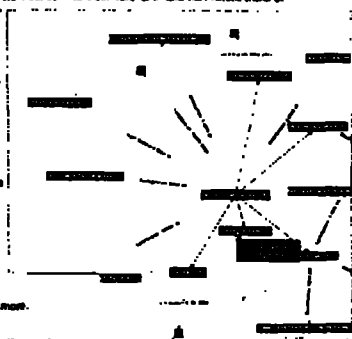
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Issue 1 • June 2011 • Volume 1 • Article 242 • <http://www.mindgarden.com>

Aristotle 360 - Relationship Viewer Demo

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Peter Smith
 10000 Highway 100
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... and more.

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Free information:

LINE PLAY:

Plenary

Figure 2

STATE OF TEXAS

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
STREET FIGHT

List of witnesses: P

Sunder

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computer
mouse pad,
adjustable**

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To Reach Your Audience

To Foster Your Message

Aristotle 360 - Relationship Viewer Demo

It's not enough to have a data mining system that merely gives you powerful search-based system results. A search system that can be integrated to work, deliver, and generate support, through the addition of the services and services, is a true relationship viewer. Aristotle 360 is one of the most powerful tools you'll find needed today, and it's available to help you build a relationship and generate support. But don't take our word for it, take the Aristotle challenge.

Relationship Viewer Demo

1. Select a company from the list below

2. Select a company from the list below

3. Select a company from the list below

4. Select a company from the list below

5. Select a company from the list below

6. Select a company from the list below

7. Select a company from the list below

8. Select a company from the list below

9. Select a company from the list below

10. Select a company from the list below

Learn More | **Support**

Relationship Viewer Demo

What's New?

Phone:

Mail:

State or Province:

Web:

Aristotle 360 - Relationship Viewer Demo

It's not enough to have a data mining system that merely gives you powerful search-based system results. A search system that can be integrated to work, deliver, and generate support, through the addition of the services and services, is a true relationship viewer. Aristotle 360 is one of the most powerful tools you'll find needed today, and it's available to help you build a relationship and generate support. But don't take our word for it, take the Aristotle challenge.

Learn More | **Support**

Relationship Viewer Demo

What's New?

Phone:

Mail:

State or Province:

Web:

Aristotle 360 - Relationship Viewer Demo

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Learn More | **Support**

Relationship Viewer Demo

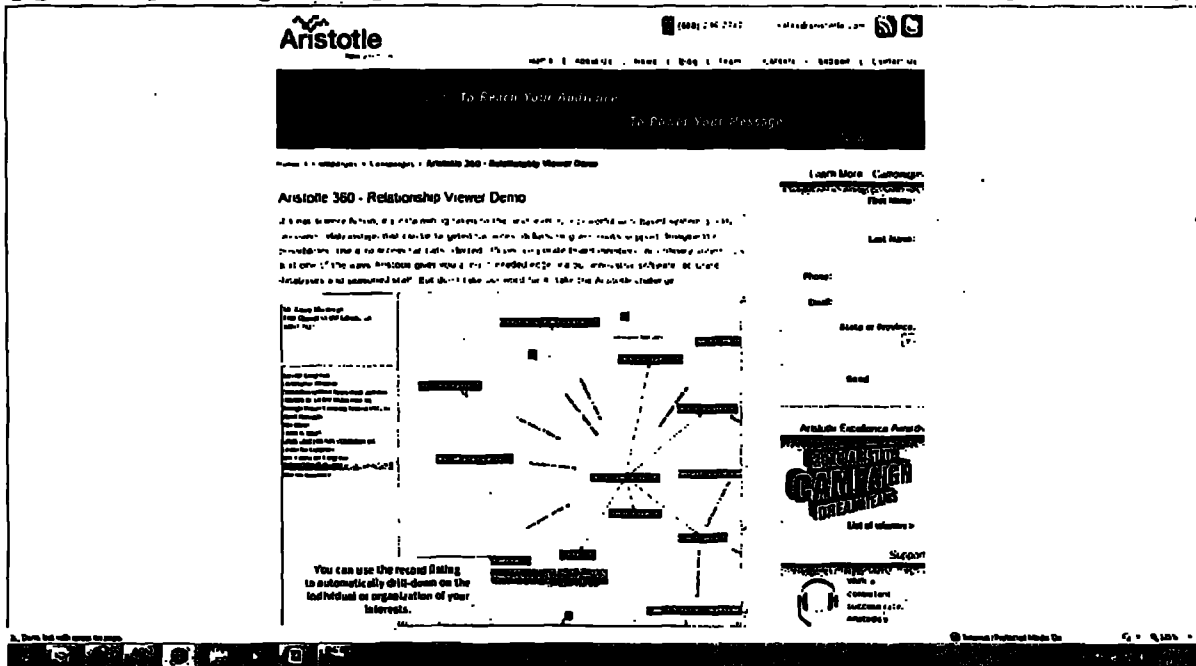
What's New?

Phone:

Mail:

State or Province:

Web:



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- sales@aristotle.com
-
-

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"Very professional organization with an extremely responsive, helpful tech support team and an account manager who was proactive and knew what our campaign was trying to achieve."

Jack McNulty
McNulty for Congress

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Aristotle 360



Built from the ground up, Aristotle 360 is the result of Aristotle's 25+ years of experience as the leading provider of political technology and data. At Aristotle, we know what tools you need to win, and our new Aristotle 360 is designed to lead you to victory. Tools like:

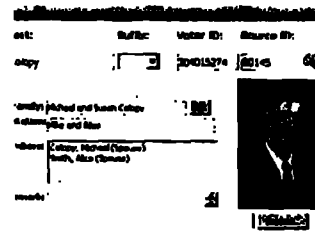
- Dashboard Data Analysis
- Mail Merges
- Hand-held Access
- Mass Email Broadcasting
- and much more...



Political Data Management

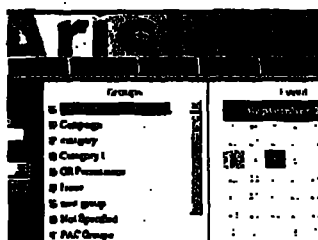
At its heart, Aristotle 360 is a data management tool for Political Campaigns, Political Action Committees, Grassroots Associations and any other politically-focused organization. With Aristotle 360, you can store contribution data and volunteer records, manage your support database, catalogue your photos of very important people, develop comprehensive infobases on your most important allies and competitors --- all within an easily accessible web-based interface that is tailored to work with any web-browser or operating system.

Aristotle 360 builds upon the long tradition of Aristotle's award winning Campaign Manager and PAC Manager software, but introduces several new features and functions as a fully functional, from the ground-up re-development of our flagship software package.



360 allows you to store extended information on your records, including portraits.

Personalized Dashboards



Each member of your campaign's inner circle can configure a personalized heads up display on their home page telling them what they need to know, updated continuously throughout the day, such as velocity of online contributions at the organization's web site, phone bank and polling results, GOTV activities and event fundraising progress.

Blast Emails

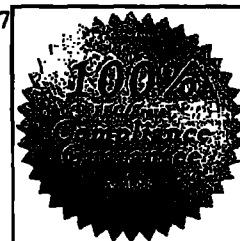
Create and blast personalized HTML and text e-mails from within your Aristotle program.

Aristotle 360 will become your central hub for all your political data operations. Aristotle's email servers are "White-Listed" with all major email providers so bulk email sent from Aristotle will not be flagged as spam.

Full Compliance

With Aristotle 360, FEC and State Finance reports are easy to create, accurate, and fully supported 24/7 by our team of compliance representatives.

In fact, Aristotle is the only company to back our reporting software with a 100% full compliance guarantee, for reports filed for either state or federal election boards (including matching funds).



Your Next Steps



- Watch the [Aristotle 360 Relationship Viewer demonstration](#) today.
- [Request More Information](#) using our online request form. An Aristotle sales representative will contact you shortly.

* Use of and access to voter list data is restricted in some jurisdictions. For information, contact an Aristotle representative. AZ voter data is not available on the Internet. Orders for PA and AZ voter data may be placed; however, the data will be delivered separately as it is not available for download over the Internet.

** Any information copied, or otherwise obtained, from any FEC report or statement, or any copy, reproduction, or publication thereof, filed under the Act, shall not be sold or used by any person for the purpose of soliciting contributions or for any commercial purpose, except that the name and address of any political committee may be used to solicit contributions from such committees.

Learn More - Campaigns

First Name:

Last Name:

Phone:

Email:

State or Province:

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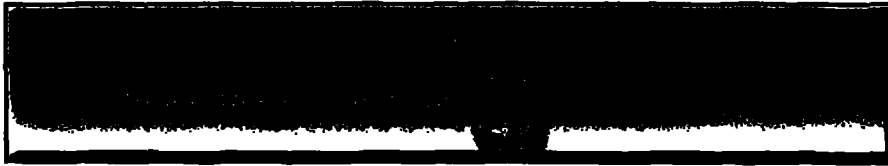
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Thursday, February 25th, 2010 | Posted by [Editor](#)

Aristotle Files Patent on Political Data Mining Technology; Boosts Compliance and Fundraising



New 360 Software Platform Incorporates Voter & Contributor Data

Washington, DC – Aristotle known for pioneering the use of computers, databases and online fundraising in politics, yesterday filed a patent to protect what it describes as the most powerful political data mining tool and campaign software. The patent application, prepared by DLA Piper, is entitled: *Integration of Voter and Contributor Data Into Political Software and Compliance Systems for Purposes of Solicitation, Compliance, Vetting and Calls to Action.*

The patent covers proprietary technology that enables users to access, mine and harness contribution disclosure records in a manner consistent with the law and for compliance purposes. Aristotle's platform incorporates detailed state contributor and voter lists with highly accurate consumer databases to illuminate exactly how much a donor has given, how much they can give, and to suggest the maximum they might agree to contribute where allowed by law.

"This technology puts the exact information campaigns need right at their fingertips. To paraphrase Jerry Maguire, we show you the money," said Phillips. "The biggest sin in fundraising is not to ask. The second sin is not to ask for enough. Fundraisers and campaigns will never again overlook a prospect, or leave money on the table by asking for too little. With this technology, campaigns will raise much more money than ever before." <http://www.aristotle.com/show-me-the-money.html>

While Aristotle's technology delivers significant advantage in terms of solicitation, the software was designed to allow campaigns to comply with Federal Election Commission restrictions and state laws impacting campaigns and contributor databases. Breakthrough features show a supporter's employer and occupation, as well as age and family member names, if this information is not already known. This can also significantly aid the campaign in satisfying 'best efforts' provisions that are required of all federal political committee treasurers.

Previously, following a request by Aristotle, the Federal Election Commission voted unanimously to reject a competitor's scheme for illegally bypassing restrictions on integrating FEC contributor data "regardless of intended use" and for other improper purposes. (AO 2004-24 "Use of Contributor Information" <http://www.fec.gov/pdf/record/2004/oct04.pdf> and go to "Use of Contributor Information"..

Aristotle was also instrumental a decade earlier in convincing the Federal Election Commission to drop its opposition to processing credit card contributions in a way that made it more cost-efficient for candidates – a turning point that helped enable online fundraising for campaigns.

This week, the company also released an updated version of its 360 software, including a brand new "Dashboard", the web-based software's home screen that displays disparate streams of campaign activity and information. Using the software's intuitive Widget Builder, individuals can now customize charts and information displayed on the dashboard as well as generate instant reports.

"The combination of our patent-pending technology platform with a new, user-customizable dashboard and widget engine make Aristotle 360 the most powerful software on the market," said Phillips. "No one else is doing anything like this with their data — and, with the patent, Aristotle clients will have an important advantage. We're already the only company that offers a 100% FEC Compliance guarantee, and this technology makes it even easier to maximize the effectiveness of your campaign operations." [1]

Widgets are user-created charts that can be embedded on the dashboard, printed, exported, and even shared publicly through the campaign website, blogs, Facebook pages, and more. Users create widgets by selecting the chart type, grouping and aggregation, to build a fully customizable report that you see on your home page. Charts also support multi-series data for users to compare and contrast data across sets. A Widget library lets users within a campaign share, mix and match the widgets in use.

"360's Widget Engine puts the data in your hands. It gives you the information you want and how you want to see it all in real-time," said Phillips. "It's this level of sophistication that makes it possible for campaign operatives to stop wasting their time and focus solely on the most important thing in politics:

winning.”

###

About 360°

At its heart, Aristotle 360° is a data management tool for Political Campaigns, PACs, and grassroots organizations. With 360° you can store contribution data and volunteer records, manage and engage your donor/support database, develop info-bases on your most important allies and competitors, oversee campaign operations, direct constituent outreach and GOTV activity – all in real-time within an easily accessible, user-customizable web-based interface. 360° builds upon the long tradition of Aristotle’s award winning Campaign Manager and PAC Manager software, but introduces several new features to enhance campaign productivity, performance and persuasion. <http://www.aristotle.com/content/view/28/62/>

About Aristotle

Aristotle is recognized as a global pioneer in political technology, providing indispensable tools to those who seek to use the Democratic process to influence decisions at the ballot box. Every occupant of the White House — Democrat and Republican — for more than 25 years has been an Aristotle customer, as are most U.S. Senators, most members of the U.S. House of Representatives, and Democratic and Republican state party organizations. For information about career opportunities or for client inquiries, go to www.aristotle.com.

[1] Any information copied, or otherwise obtained, from any FEC contributor report or statement, or any copy, reproduction, or publication thereof may should not be sold or used by any person for the purpose of soliciting contributions or for any commercial purpose, except that the name and address of any political committee may be used to solicit contributions from such committees.

There is no increased fee for inclusion or per record usage of such data in 360, and Aristotle’s FEC contributor data look-up feature also is available at no charge on Aristotle’s website at www.Aristotle.com.


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703-739-2424 x110 (office)
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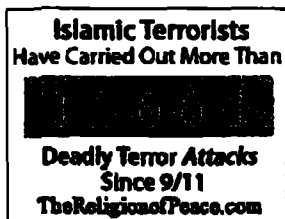
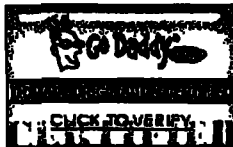
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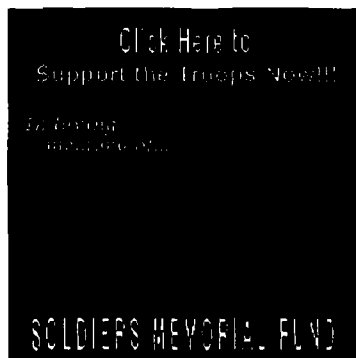
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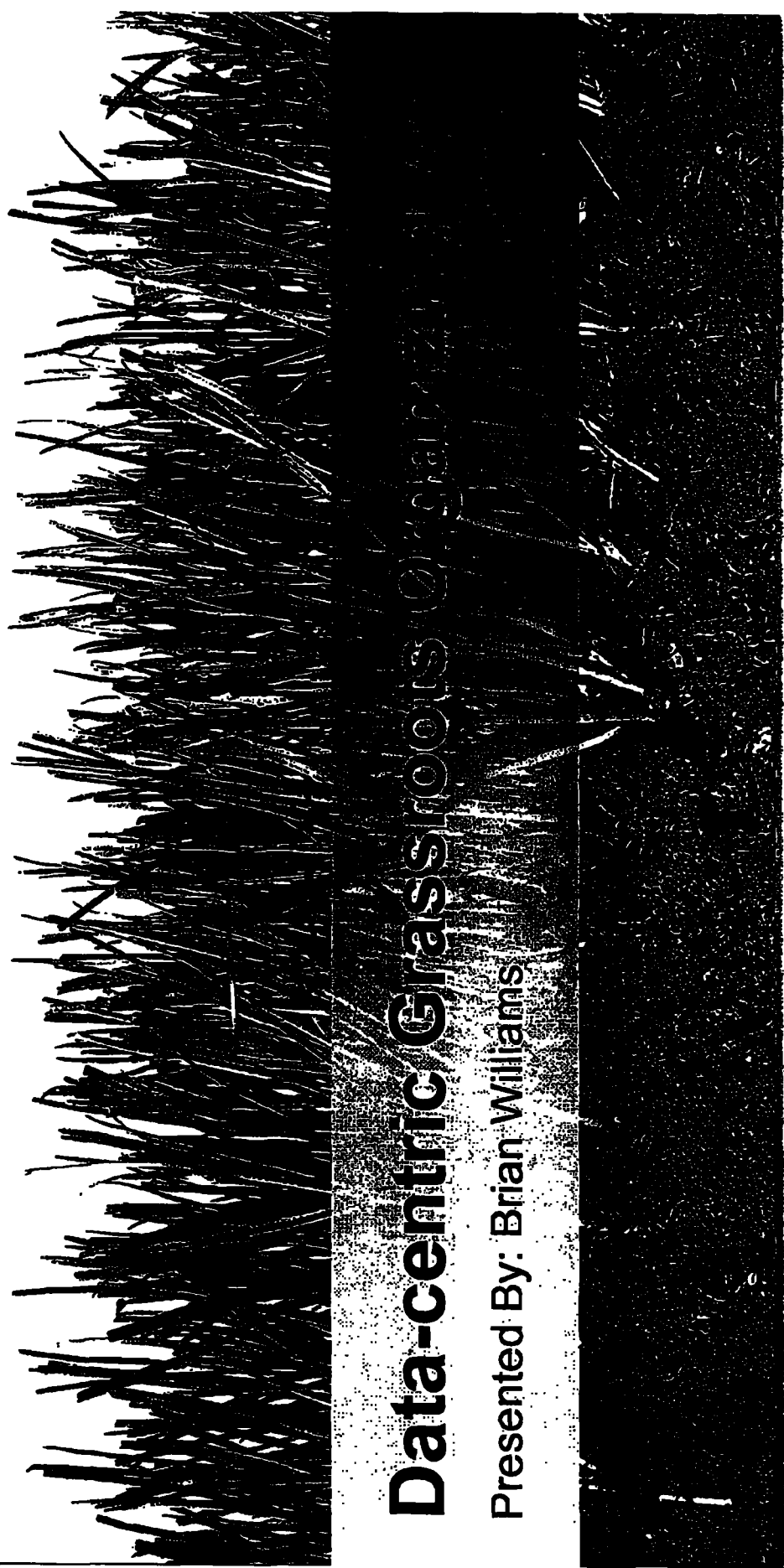
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Data-centric Grassroots Organization

Presented By: Brian Williams

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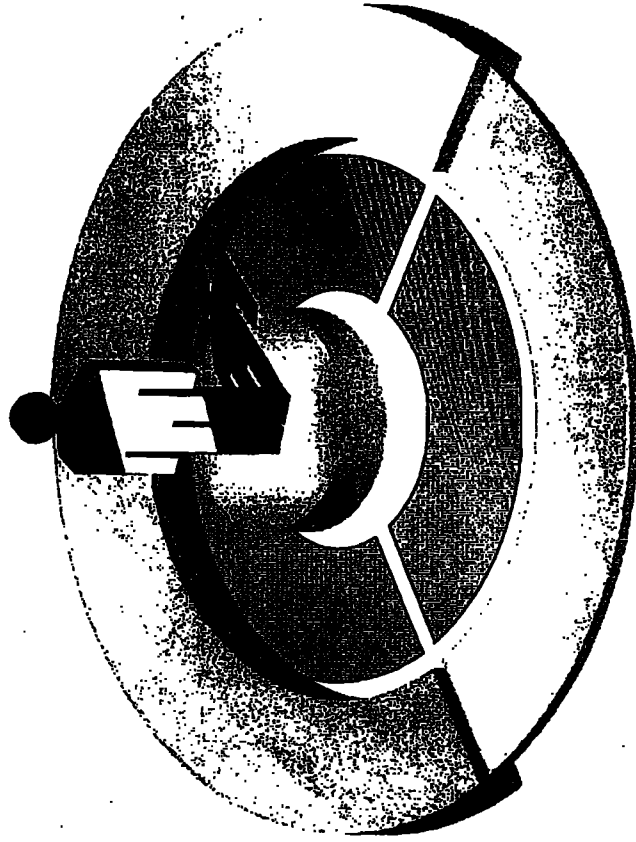
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The personality and likely behavior of the voter based on their trends

- How will they vote?
- Can they be swayed based on a single issue or combination of issues



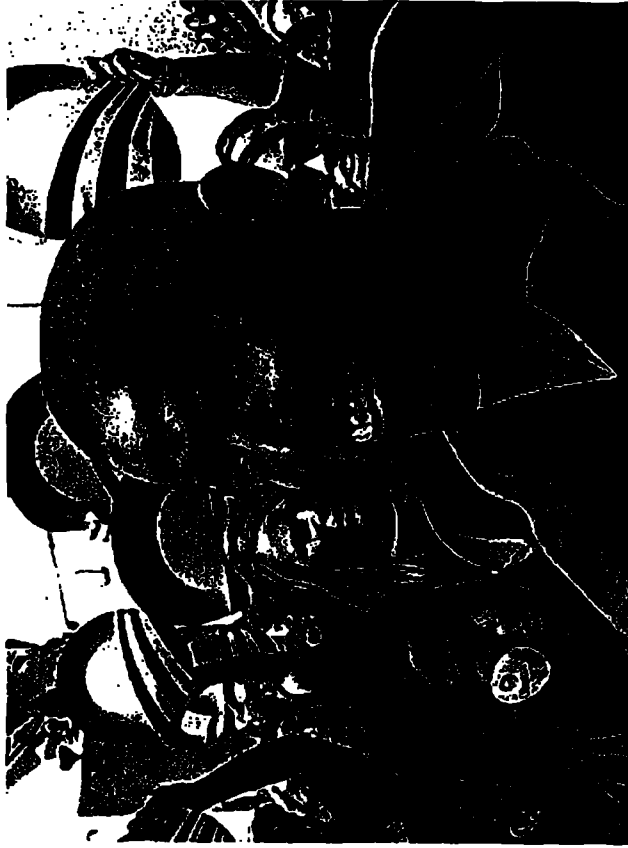
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Real World Examples

Aristotle

Now



Who are Obama-cans?

- Middle class America
- Not entrenched ideologically
- Rooted in Reagan Democrats
- Remember JFK and message of 'hope'
- *Registered GOP, 45-65, middle income, blue collar



Who are Hillary's Appalachia?

- White
- Middle to lower class
- Less than college education
- Blue collar
- Moderate in ideology

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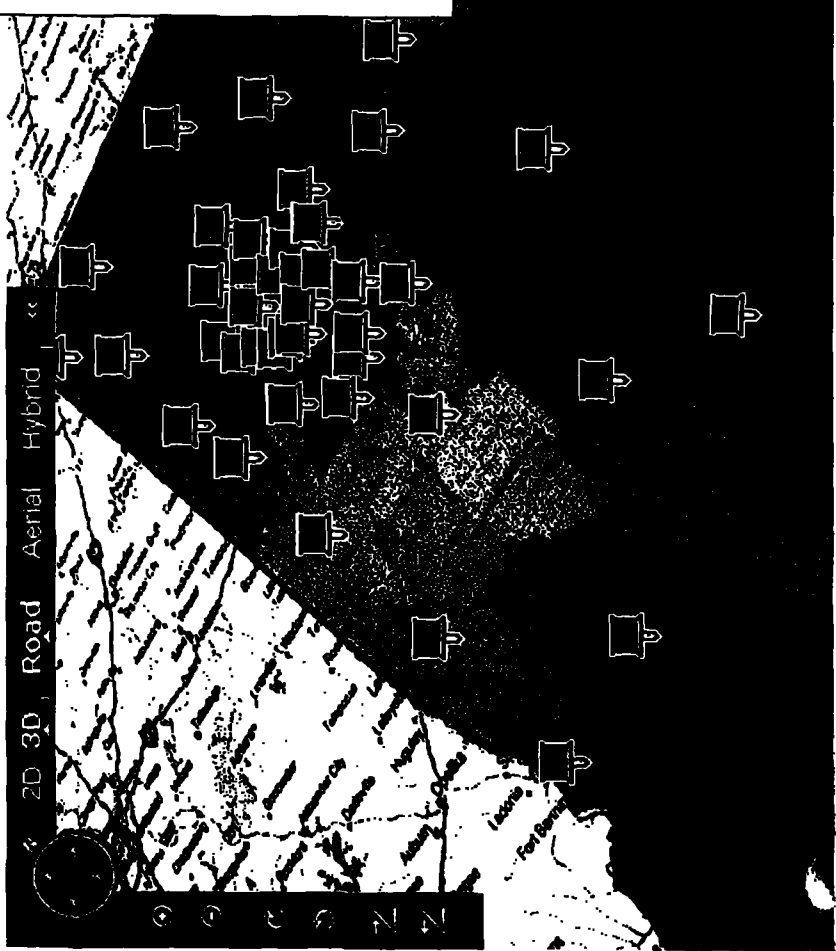
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Vote History | Mail | Phones | Micro-Targeting



047



Name: Ralph T. Hudgens
Elected: 2002
Birthdate: 11/21/1942
Birth Place: Miami, FL
Marital: Married
Spouse: Suzanne Morgan
Residence: Corner 5A
Family: 4 children; 9 grandchildren
Religion: Baptist
Ethnicity: Caucasian
Mail Address: Sen. Ralph T. Hudgens
Room 110
Georgia State Capitol Bldg
206 Washington Street
Atlanta, GA 30334
Email: ralph.hudgens@senate.ga.gov
Url: http://www.legis.state.ga.us/legis/2007_08/senate/hudgensbio.php

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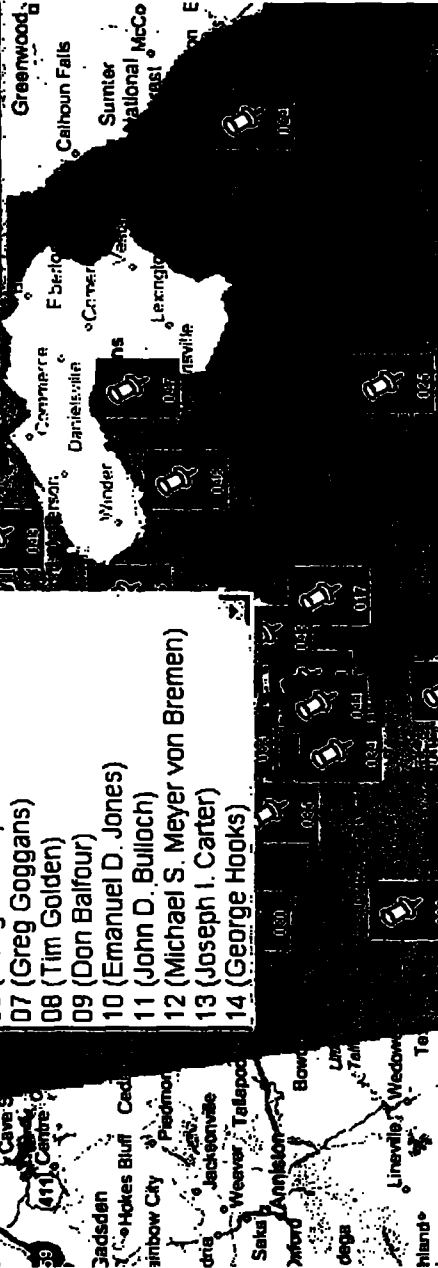
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 - 03 (Jeff Chapman)
 - 04 (Jack Hill)
 - 05 (Curt Blackburn Thompson)
 - 06 (Doug Stoner)
 - 07 (Greg Goggans)
 - 08 (Tim Golden)
 - 09 (Don Balfour)
 - 10 (Emanuel D. Jones)
 - 11 (John D. Bulloch)
 - 12 (Michael S. Meyer von Bremen)
 - 13 (Joseph I. Carter)
 - 14 (George Hooks)

050



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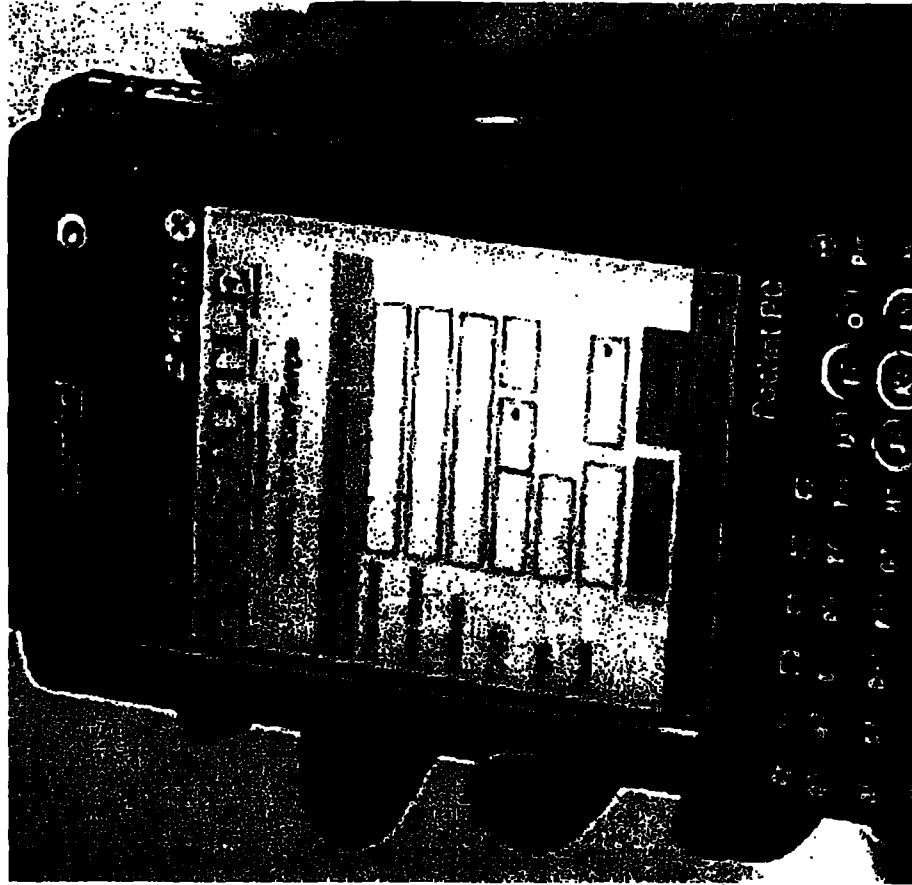
Name: Nancy Schaefer
 Elected: 2004
 Marital: Married
 Spouse: Bruce
 Residence: Turnerville, GA
 Family: 5 children
 Religion: Unspecified/Other
 Ethnicity: Caucasian
 Mail Address: Sen. Nancy Schaefer
 Room 302-B
 Legislative Office Building
 18 Capitol Square
 Atlanta, GA 30334
 Email: nancy.schaefer@senate.ga.gov
 Url: http://www.legis.state.ga.us/legis/2007_08/senate/schaeferbio.php



Hand-Held Units

Aristotle

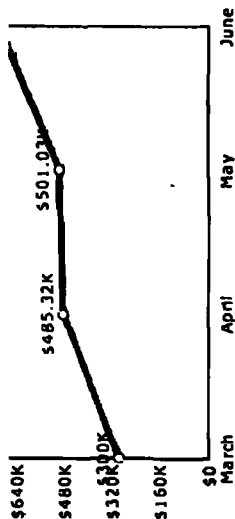
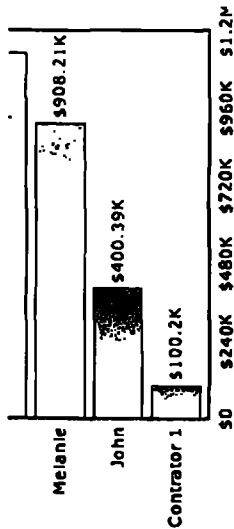
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Data Analysis Dashboards

Aristotle

Now You Know



2006-2008 Cycle: \$2,102,022.00
Cash on Hand: \$309,302.00

Upcoming Events

- May 2: Kickoff Event (Headquarters)
- June 30: FMA Fundraiser (Orlando, FL)
- July 4: Canvassing Day (Econ, FL)

More Events...

Upcoming Filing Deadlines

There is an FEC Quarterly Report due within 30 days.

- April 15: FEC Quarterly Report Due (Q2)



Latest Aristotle News

- Mar 27: Political Data Newsletter (March 2008)
- Mar 19: Aristotle General Newsletter (March 2008)
- Jan 7: 2008 Filing Quick-Reference Guide Released

More Aristotle News...

(Click to Expand/Hide)

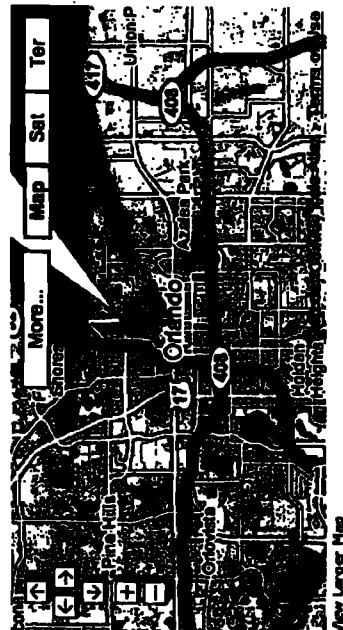
Year Data Coverage Stats (FL-8 Congressional District)

Year Dataset	COSMOS	Matched Records	Records Available
Registered Voters	20,213	40,212	10,320
Republicans	15,032	18,039	13,900
Democrats	3,030	4,803	2,789
Super-Voters	1,320	3,203	980
Pat-Cuba	432	20,213	58
			20,155

COSMOS

Use the "Records Available" links on the right to expand your data coverage, powered by Aristotle's COSMOS database.

Geographic Overlay Reporting (FL-8 Congressional District)



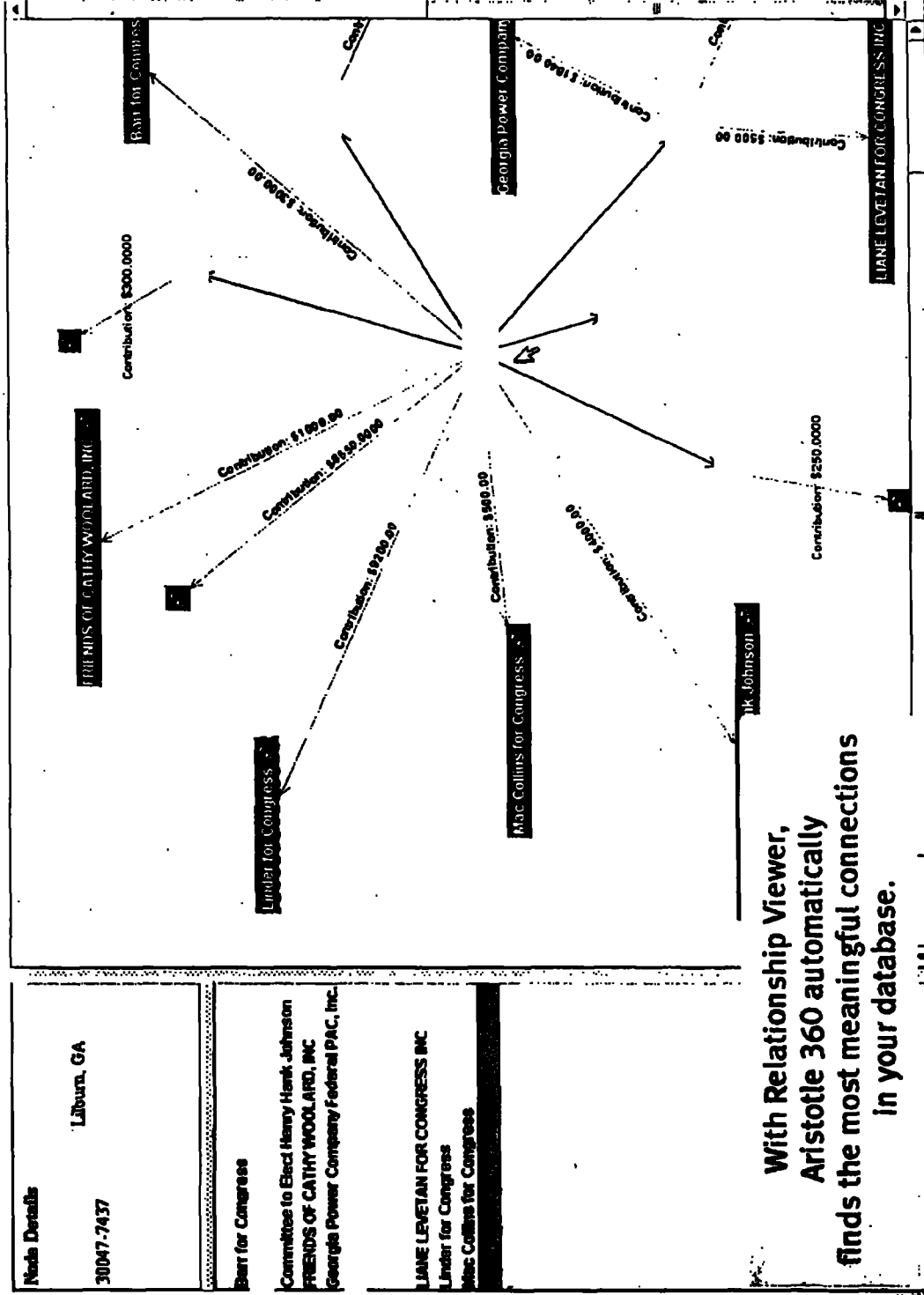
Select precinct to load statistics:

Precinct 2

Precinct 2 Statistics

Amount Raised:	\$240,003.20
Amount Spent:	\$128,932.20
Cash Differential:	+\$111,071.00
Supporters:	4,803
Contributors:	204
Volunteers:	58
Events Held:	16

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